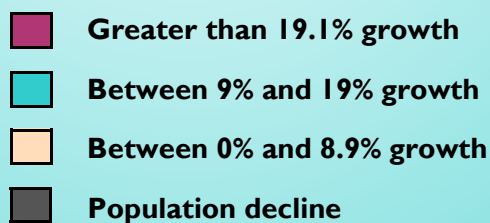
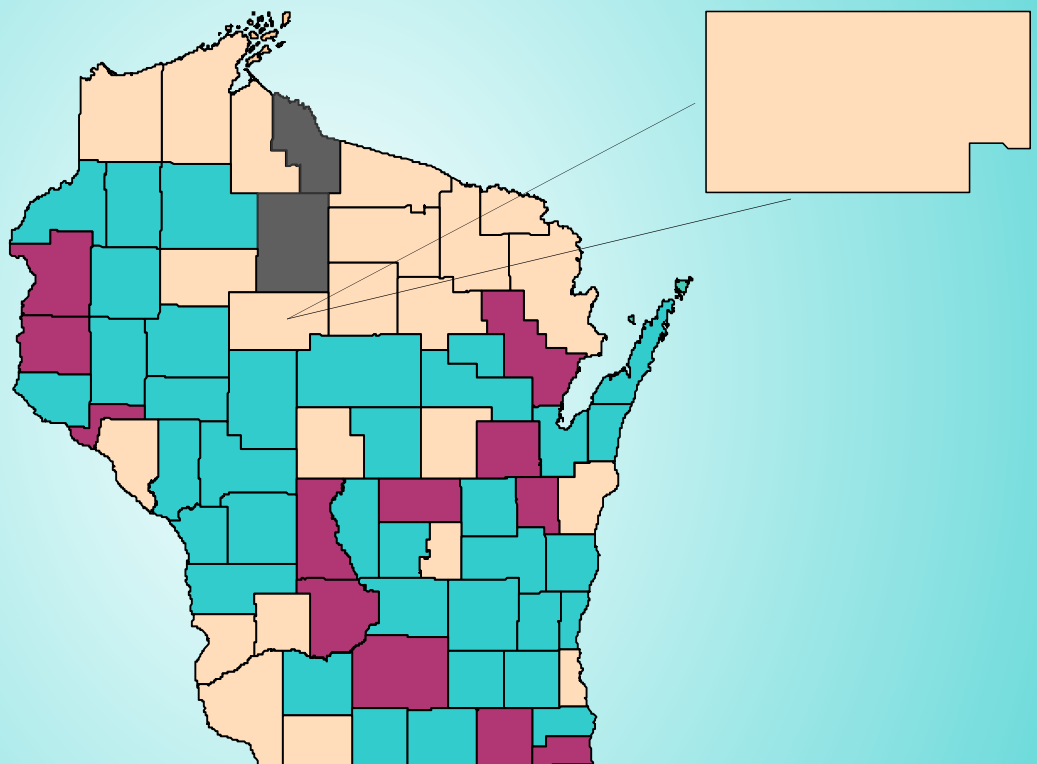


Taylor County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



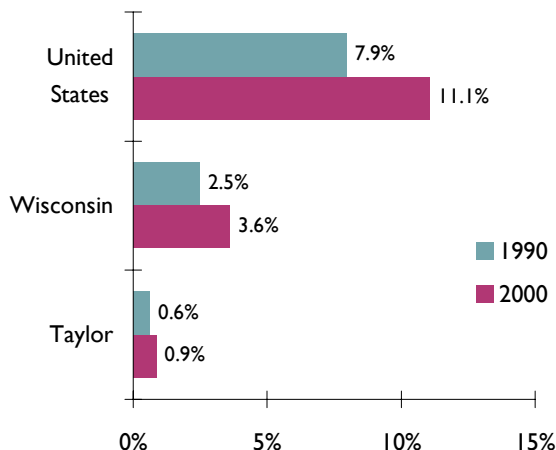
County Population

There was only a small increase in population in Taylor County from 19,680 in April 2000 to 19,718 by January 2002. In fact, the addition of 38 residents occurred in 2000 with no change in population in 2001. It is no surprise then that the increase of 0.2 percent in Taylor County's population lagged the changes in both the state and nation of 1.7 and 2.0 percent, respectively. The largest numeric change was a loss of 40 residents from the City of Medford; the greatest numeric increase was the addition of 14 residents in the Town of Browning.

The minimal growth in population in the county is the result of residents moving out of the area and only a small increase from natural causes (births exceeding deaths). Since April 2000 the county lost 69 residents from migration and added only 107 residents from natural causes, even though there were 431 births. In both cases, the change was less than in other non-metropolitan counties in the state. It was also less than the increase from migration in the state of 0.94 percent and from natural causes of 0.74 percent.

One reason for fewer births is less ethnic diversity in the county population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to non-white populations. Even though the number of births to whites is still the greatest share of all births, that is declining as births to other ethnic

Share of Foreign-born Residents

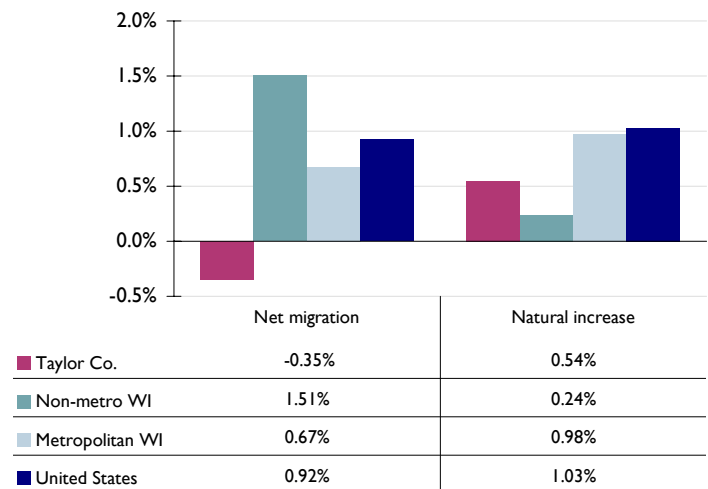


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Taylor County	19,680	19,718	0.2%
Largest Municipalities			
Medford, City	4,350	4,310	-0.9%
Medford, Town	2,216	2,222	0.3%
Little Black, Town	1,148	1,156	0.7%
Rib Lake, Village	878	879	0.1%
Browning, Town	850	864	1.6%
Holway, Town	854	857	0.4%
Rib Lake, Town	768	769	0.1%
Deer Creek, Town	733	739	0.8%
Hammel, Town	735	739	0.5%
Chelsea, Town	719	723	0.6%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

groups increases.

Most of the foreign-born residents in Taylor County were born in Latin American countries, followed by those from Europe. Out of a total foreign-born population in 2000 of 171, 77 moved to the county since 1990.

In the last decade there were over 2,357 births in Taylor County, less than the 2,575 residents 0-9 years old living in the county in 2000. By 2010 the

(Continued on page 2)

Taylor County Workforce Profile

Population Projections by Age Groups in Taylor County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	620	740	863	818	534	537	659	788	871	749	606	440	419	364	339	619
Female	528	687	812	773	454	505	575	817	826	671	525	426	445	367	375	928
2005																
Male	618	666	749	810	625	571	557	662	802	868	736	591	429	392	325	614
Female	595	568	696	746	610	491	515	589	833	825	659	523	419	426	338	945
2010																
Male	635	655	673	703	619	667	594	560	676	800	854	720	577	404	353	610
Female	612	632	574	642	591	658	503	531	605	835	813	660	517	403	394	928
2015																
Male	633	668	662	632	538	664	692	598	573	676	788	837	704	546	366	636
Female	611	646	639	529	508	638	671	519	546	607	823	814	653	498	373	966
2020																
Male	626	659	674	621	483	576	687	695	611	573	665	773	819	667	496	671
Female	602	639	652	587	417	548	649	689	533	547	597	823	804	629	461	986

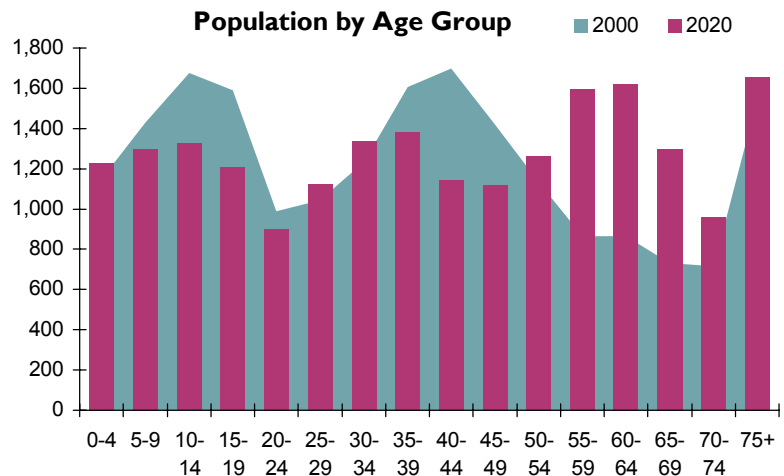
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

number of residents under ten is projected to decline, the result of fewer births and less immigration of families.

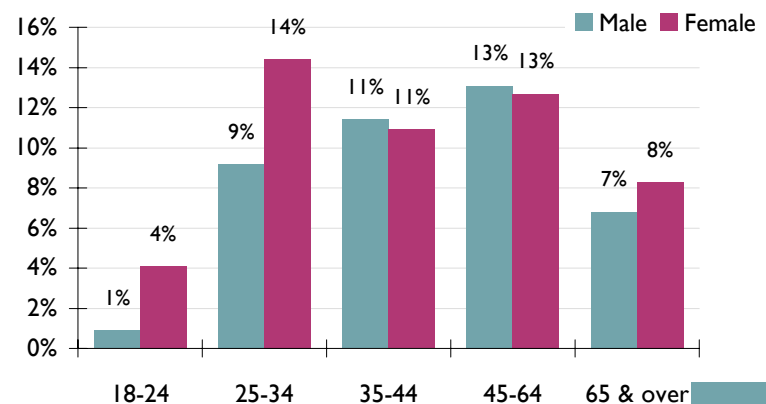
The total population, however, is projected to increase 4.0 percent to 20,459 by 2020, only slightly slower than in the 1980-2000 period. The greatest increase will occur in the population groups between 55 and 69 years old. This increase is primarily from aging residents.

The graph on the right illustrates some of the changes that will occur in the county population. By 2020 not only will there be more older residents, there will be fewer residents in the younger age groups. Some of that deficit is the result of fewer births in the late 1990s and early 2000s, but there is also the loss of young people who leave the area once they graduate from high school. This is most visible in the graph in the spike in population of 10-19 year olds in 2000 (background area) and how that group doesn't move forward (someone 10-19 in 2000 should be 30-39 years old in 2020). The background also shows the increase in population over 50 years old from the baby-boomers, now in their late-30s and mid-50s.

The bottom graph in some ways also tracks the migration of students from the county. The county has fewer residents with at least a bachelor's degree in all age groups than the state and neighboring counties. In Wisconsin, 25 percent males and 30 percent females in the 25-34 year old group have at least a bachelor's degree.



Percent of age group with at least a Bachelor's degree in Taylor County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Taylor County in 2002 was 71.5 percent, lower than the state participation rate but higher than the national LFPR of 66.6 percent.

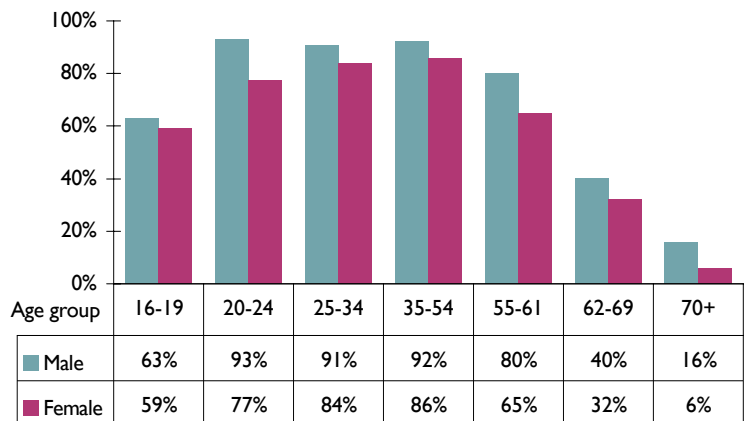
Labor force participation rates are relatively high in all age groups except in the younger ages where a large share of the population is in school. Also, many of the jobs in Taylor County are in production where workers must be at least 18 years old to operate the machinery. Male participation rates are higher than female rates in all age groups but especially in the younger and older groups. By age 62, labor force participation rates are half of what they were in the middle age groups.

As the population ages, the lower participation rates and increasing number of residents over the age of 50 become more significant. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population (16 years and older) in Taylor County will increase from 15,112 in 2000 to 16,363 but the share of residents over 55 years old will increase from 31 to 44 percent. Based on these projections the labor force will expand only two percent in the next twenty-year period compared with an increase of six percent from 1980 to 2000. Increasing the LFPR

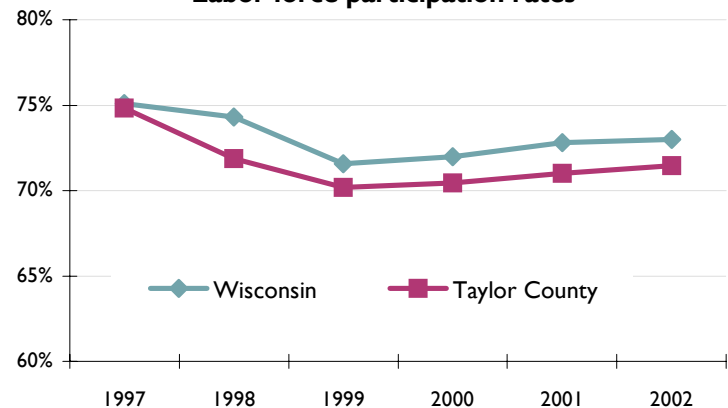
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Taylor Labor Force Participation by Age & Sex in 2000



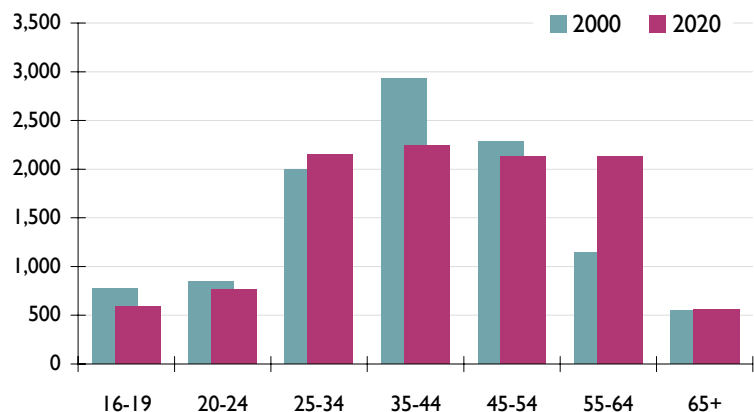
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Taylor County



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

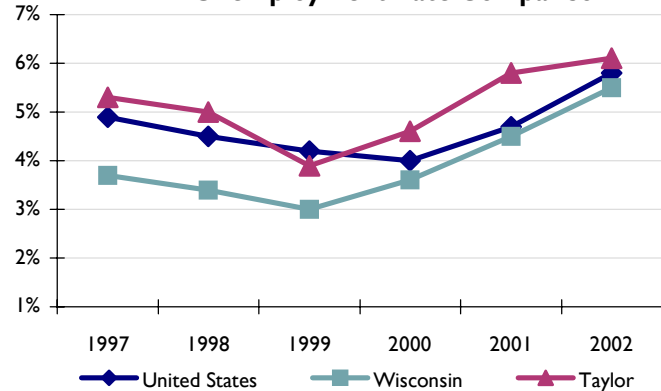
Taylor County Workforce Profile

of those over 55 by five percentage points would add only 160 participants to the labor force.

The total labor force in Taylor County has changed very little in the last ten years although there was a temporary drop in 1999. In 1997 the total labor force in Taylor County was 10,730 and the unemployment rate was 5.3 percent. The labor force declined to 10,653 in 2002 and the unemployment rate increased to 6.1 percent, the highest level since 1995.

Mid-way through 2003, the employment picture has not improved although there are a few encouraging signs, especially in the nation.

Unemployment Rate Comparison



Taylor County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	10,730	10,449	10,119	10,597	10,680	10,653
Employed	10,157	9,922	9,724	10,112	10,059	10,003
Unemployed	573	527	395	485	621	650
Unemployment Rate	5.3%	5.0%	3.9%	4.6%	5.8%	6.1%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Taylor County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the fastest growth occupations include many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

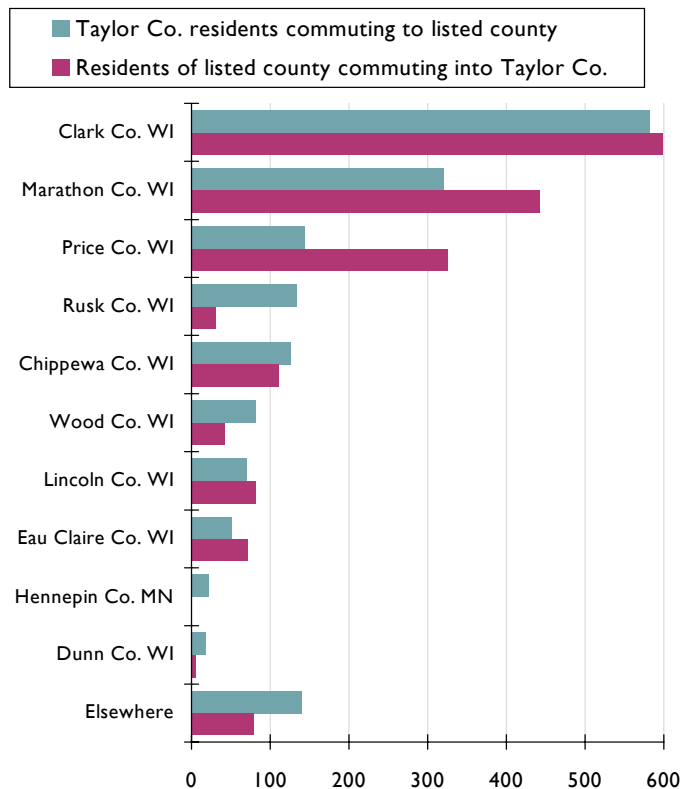
County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated datasets released by census. It is a key piece of information when profiling the workforce of a local community. In Wisconsin, commuting patterns for municipalities are also available every ten years from the census and were released

in April 2003.

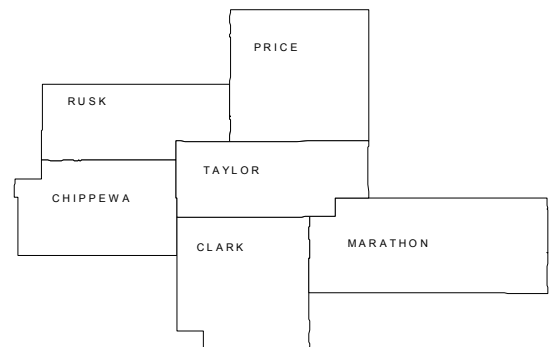
In Taylor County, 1,693 residents, 17 percent of the workers who live in the county, traveled out of the county for a job. In most cases, commuters did not travel far from home, however. One in every three workers who left the county headed for destinations in Clark County, especially to employers in the Village Dorchester and the City of Thorp. More county residents traveled to Dorchester than any other village or city; while the second most popular destination was the City of Wausau in Marathon County.

Overall, more workers travel to Taylor County than leave the county to work in surrounding communities. The exchange of workers between Taylor and Clark counties is nearly one-to-one but the county gains more workers from Marathon and Price counties than it sends to these counties. For those workers who live in Clark County the destination is almost always the City of Medford, as it is for two out of every three workers who commute into the county for a job. Roughly 1,800 workers travel into the county for for jobs and one-third of them are Clark County residents and another 25 percent are Marathon County residents. Add in the roughly 325 workers from Price County and these three counties account for 85 percent of all inbound traffic. These workers are very important to the employers in Taylor County and has increased from 1,055 in 1990.



	Taylor Co. residents commuting to listed county	Residents of listed county commuting into Taylor Co.	Net gain or loss of workers
Clark Co. WI	582	598	16
Marathon Co. WI	321	442	121
Price Co. WI	144	326	182
Rusk Co. WI	134	31	-103
Chippewa Co. WI	126	111	-15
Wood Co. WI	82	42	-40
Lincoln Co. WI	71	82	11
Eau Claire Co. WI	51	72	21
Hennepin Co. MN	23	not avail.	not avail.
Dunn Co. WI	19	6	-13
Elsewhere	140	79	-61

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier

years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

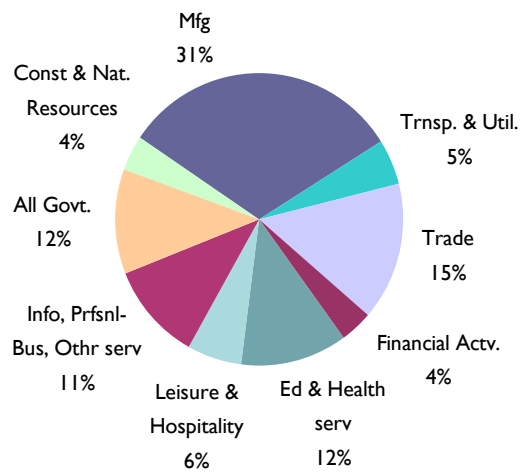
There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Previously employment in leisure and hospitality was assigned to retail trade (restaurants), and to services (hotels and resorts), and many information jobs were in manufacturing (printing and publishing). Logging jobs were also moved from manufacturing to natural resources.

Other changes to the Taylor County employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities and no longer includes communication. Jobs from communication are now grouped with publishing jobs in the new sector of information. The reduction in manufacturing share could be from the shift in jobs from logging and printing and publishing, but it could also be from revised estimates that are lower than the preliminary data.

Wholesale and retail trade jobs declined to 15 percent of total employment in NAICS from 21 percent when warehousing jobs were moved to the transportation group and restaurants and food services were moved to a new sector of leisure and hospitality as were jobs

(Continued on page 7)

Taylor County Industry Distribution: 2002



2002 Industry Employment in Taylor County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	356	4%	Construction & Mining	4%
Manufacturing	2,814	31%	Manufacturing	35%
Transportation, warehousing & utilities	445	5%	Transportation, utilities & communication	6%
Trade (wholesale & retail)	1,382	15%	Wholesale trade	5%
			Retail trade	16%
Financial activities	316	4%	Finance, insurance & real estate	4%
Information, professional & business services, other services	961	11%	Services & misc (incl. agr, forestry, fishing)	18%
Education and health services	1,064	12%	Government	11%
Leisure & hospitality	555	6%		
Government	1,047	12%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Taylor County Workforce Profile

with hotels and lodging facilities.

Another new sector for education and health services should provide more information on the rapidly expanding health industry. It is grouped with private education, but most education jobs are included in the public sector in the monthly estimates.

The lists of top ten industries and employers in Taylor County uses the North American Industry Classification System. In this list all private and public educa-

tion were grouped together making it the third largest industry sector in the county. Wood products manufacturing remains the largest industry even though there were some job reductions in 2003.

Together the largest industry sectors provide three in every five jobs in the county while the ten largest employers provide nearly one in every two jobs. Five of those employers are manufacturers and only two are public sector.

Top 10 Industry Groups in Taylor County

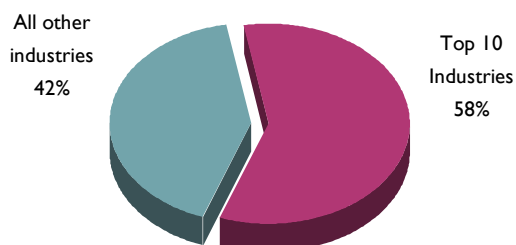
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Wood Product Manufacturing	7	1,065	-86
Food Manufacturing	*	*	*
Educational Services	4	523	-21
Merchant Wholesalers, Nondurable Goods	*	*	*
Plastics & Rubber Products Manufacturing	4	431	35
Executive, Legislative, & Gen Government	26	420	19
Food Services and Drinking Places	28	392	-26
Truck Transportation	25	370	-1
Administrative and Support Services	8	325	194
Management of Companies and Enterprises	*	*	*

*data suppressed to maintain confidentiality

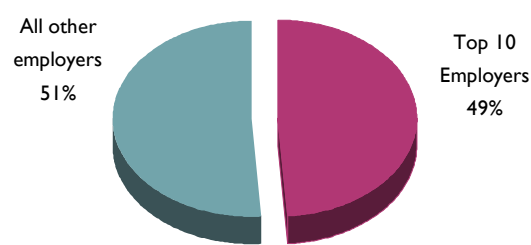
Top 10 Employers in Taylor County

Company	Product or Service	Size
Weather Shield Mfg., Inc.	Wood window and door manufacturing	1000 +
Kraft Pizza Co.	Frozen specialty food manufacturing	500-999
Memorial Health Center, Inc.	Offices of physicians (except mental health specialists)	250-499
Marathon Cheese Corp.	Dairy product (except dried or canned) merchant wholesalers	250-499
Hurd Millwork Co, Inc.	Wood window and door manufacturing	250-499
Medford Public School District	Elementary & secondary schools	250-499
Phillips Plastics Corp.	All other plastics product manufacturing	250-499
County of Taylor	Executive & legislative offices, combined	100-249
Prochnow Transport, Inc.	General freight trucking, long-distance, truckload	50-99
Medford Coop, Inc.	Gasoline stations with convenience stores	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Taylor County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Taylor County. Roughly 32 percent of all jobs in the county and 38 percent of total payroll is from this sector. The annual average wage for workers in manufacturing in 2002 was \$31,171 which is only 77 percent of the average wage for similar workers statewide.

The average wage for all workers in Taylor County of \$26,350 increased 6.7 percent from the 2001 average of \$24,690. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

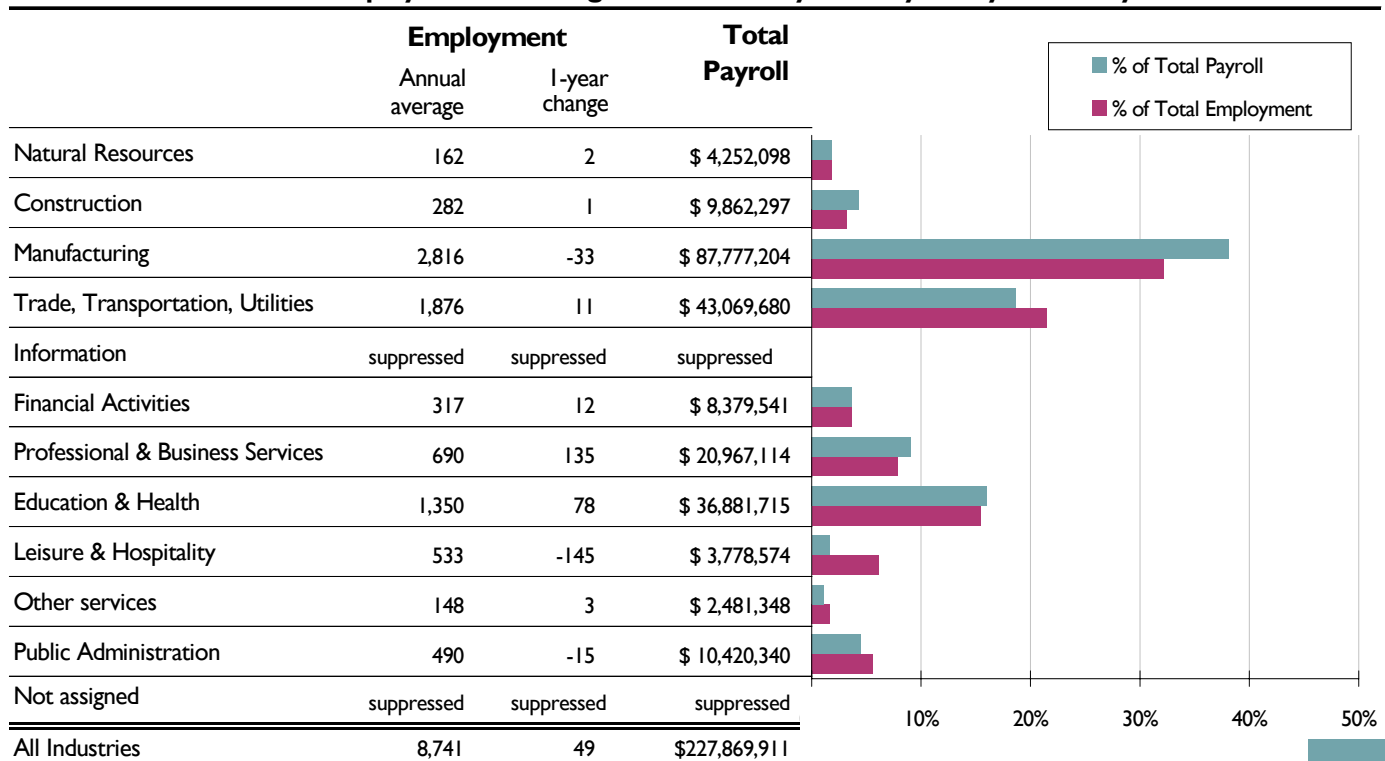
Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Taylor County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 26,350	81%	6.7%
Natural resources	\$ 25,481	\$ 26,248	103%	-2.2%
Construction	\$ 39,649	\$ 34,973	88%	12.0%
Manufacturing	\$ 40,584	\$ 31,171	77%	7.0%
Trade, Transportation, Utilities	\$ 28,422	\$ 22,958	81%	4.0%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 26,434	66%	7.4%
Professional & Business Services	\$ 36,324	\$ 30,387	84%	-6.8%
Education & Health	\$ 33,768	\$ 27,320	81%	8.4%
Leisure & Hospitality	\$ 11,837	\$ 7,089	60%	4.3%
Other services	\$ 19,500	\$ 16,766	86%	4.9%
Public Administration	\$ 33,769	\$ 21,266	63%	6.5%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 20 percent of the workforce works part time and 19.7 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Taylor County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Taylor County. Even though net earnings comprise 62.8% of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Taylor County.

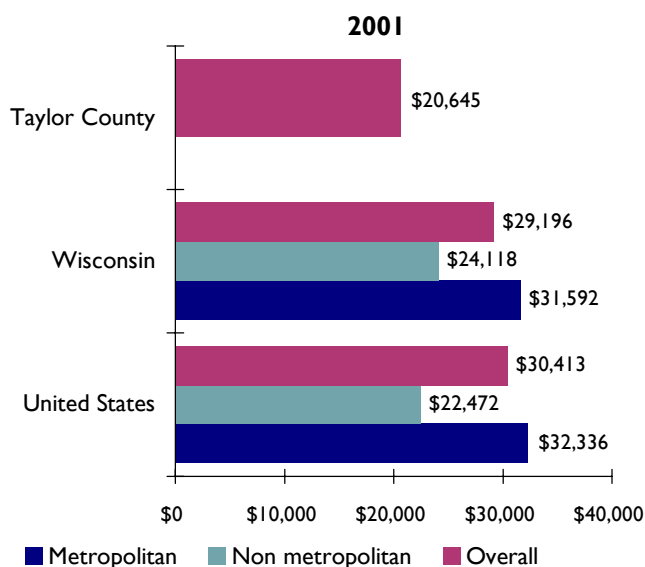
The higher share of transfer payments, plus an annual average wage that is much lower than in the state,

contribute to a lower per capita personal income in the county. The gap is shrinks if you compare Taylor County to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and the competition for workers drives up wages.

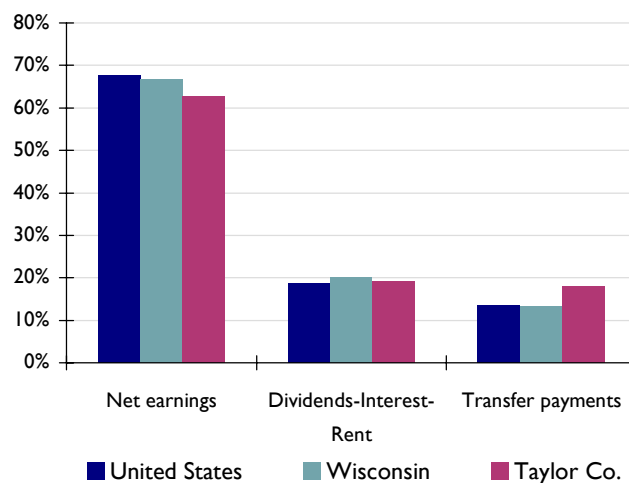
The Taylor County PCPI of \$20,645 in 2001 was only 68 percent of the national PCPI and 71 percent of the state. It ranked 60th among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Taylor County	\$17,048	\$17,630	\$19,124	\$19,590	\$20,293	\$20,645	1.7%	21.1%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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